

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Smart Media Group LLC (VA)
Attention: Accounts Payable
814 King St
Ste 400
Alexandria, VA 22314

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943775-1	10/14/12	October 2012	10/01/12 - 10/14/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
McCrorry/R/Governor	MCCRORY/G/R	C08C14

Flight Dates	Order #	Alt Order #
10/08/12 - 10/14/12	943775	07887461

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/08/12	10/12/12	NBC Today Show II	10A-12N	MTWTF--	:30	5	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTWTF--	5	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	11:52 AM	NBC Today Show II	10A-12N	:30	PM12117T	\$50.00 NM
3	WXII	Tu	10/09/12	11:27 AM	NBC Today Show II	10A-12N	:30	PM12123T	\$50.00 NM
5	WXII	W	10/10/12	10:57 AM	NBC Today Show II	10A-12N	:30	PM12117T	\$50.00 NM
4	WXII	Th	10/11/12	10:59 AM	NBC Today Show II	10A-12N	:30	PM12117T	\$50.00 NM
1	WXII	F	10/12/12	11:30 AM	NBC Today Show II	10A-12N	:30	PM12107T	\$50.00 NM
2	10/08/12	10/11/12	M-F WXII 12 News @ No	12-1pm	MTWT---	:30	4	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTWT---	4	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	12:25 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12107T	\$50.00 NM
4	WXII	Tu	10/09/12	12:29 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12117T	\$50.00 NM
3	WXII	W	10/10/12	12:54 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12107T	\$50.00 NM
1	WXII	Th	10/11/12	12:14 PM	M-F WXII 12 News @ Noon	12-1pm	:30	PM12107T	\$50.00 NM
3	10/08/12	10/11/12	STEVE HARVEY DAY	2-3P	MTWT---	:30	4	\$30.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTWT---	4	\$30.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	2:18 PM	STEVE HARVEY DAY	2-3P	:30	PM12123T	\$30.00 NM
3	WXII	Tu	10/09/12	2:22 PM	STEVE HARVEY DAY	2-3P	:30	PM12123T	\$30.00 NM
1	WXII	W	10/10/12	2:53 PM	STEVE HARVEY DAY	2-3P	:30	PM12123T	\$30.00 NM
4	WXII	Th	10/11/12	2:39 PM	STEVE HARVEY DAY	2-3P	:30	PM12123T	\$30.00 NM
4	10/08/12	10/12/12	M-F 3-4P	M-F 3-4P	MTWTF--	:30	5	\$85.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTWTF--	5	\$85.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WXII	M	10/08/12	3:12 PM	M-F 3-4P	M-F 3-4P	:30	PM12117T	\$85.00 NM
3	WXII	Tu	10/09/12	3:56 PM	M-F 3-4P	M-F 3-4P	:30	PM12123T	\$85.00 NM
1	WXII	W	10/10/12	3:22 PM	M-F 3-4P	M-F 3-4P	:30	PM12123T	\$85.00 NM

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 We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C08C14	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/08/12	10/12/12	M-F 3-4P	M-F 3-4P	MTWTF--	:30	5	\$85.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Th	10/11/12	3:34 PM	M-F 3-4P	M-F 3-4P	:30	PM12123T	\$85.00 NM
4	WXII	F	10/12/12	3:19 PM	M-F 3-4P	M-F 3-4P	:30	PM12123T	\$85.00 NM
5	10/08/12	10/12/12	DR. OZ	M-F 4-5p	MTWTF--	:30	5	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWTF--	5	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	4:56 PM	DR. OZ	M-F 4-5p	:30	PM12107T	\$150.00 NM
1	WXII	Tu	10/09/12	4:41 PM	DR. OZ	M-F 4-5p	:30	PM12117T	\$150.00 NM
3	WXII	W	10/10/12	4:56 PM	DR. OZ	M-F 4-5p	:30	PM12117T	\$150.00 NM
5	WXII	Th	10/11/12	4:11 PM	DR. OZ	M-F 4-5p	:30	PM12117T	\$150.00 NM
4	WXII	F	10/12/12	4:39 PM	DR. OZ	M-F 4-5p	:30	PM12123T	\$150.00 NM
6	10/08/12	10/11/12	M-F WXII 12 News @ 5 a 5-6am		MTWT---	:30	4	\$65.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWT---	4	\$65.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	4:59 AM	M-F WXII 12 News @ 5 am	5-6am	:30	PM12123T	\$65.00 NM
3	WXII	Tu	10/09/12	5:55 AM	M-F WXII 12 News @ 5 am	5-6am	:30	PM12123T	\$65.00 NM
4	WXII	W	10/10/12	5:29 AM	M-F WXII 12 News @ 5 am	5-6am	:30	PM12123T	\$65.00 NM
1	WXII	Th	10/11/12	5:14 AM	M-F WXII 12 News @ 5 am	5-6am	:30	PM12123T	\$65.00 NM
7	10/08/12	10/12/12	M-F WXII 12 News @ 6 a 6-7am		MTWTF--	:30	7	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWTF--	7	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WXII	M	10/08/12	5:58 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12117T	\$175.00 NM
1	WXII	Tu	10/09/12	6:50 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12123T	\$175.00 NM
4	WXII	W	10/10/12	6:39 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12123T	\$175.00 NM
6	WXII	W	10/10/12	6:58 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12117T	\$175.00 NM
5	WXII	Th	10/11/12	6:13 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12117T	\$175.00 NM
2	WXII	F	10/12/12	6:21 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12117T	\$175.00 NM
7	WXII	F	10/12/12	6:57 AM	M-F WXII 12 News @ 6 am	6-7am	:30	PM12107T	\$175.00 NM
8	10/08/12	10/12/12	NBC Today Show	7-9am	MTWTF--	:30	10	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWTF--	10	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WXII	M	10/08/12	7:29 AM	NBC Today Show	7-9am	:30	PM12107T	\$175.00 NM
7	WXII	M	10/08/12	8:59 AM	NBC Today Show	7-9am	:30	PM12123T	\$175.00 NM
6	WXII	Tu	10/09/12	8:29 AM	NBC Today Show	7-9am	:30	PM12117T	\$175.00 NM
3	WXII	Tu	10/09/12	8:57 AM	NBC Today Show	7-9am	:30	PM12107T	\$175.00 NM
9	WXII	W	10/10/12	8:29 AM	NBC Today Show	7-9am	:30	PM12107T	\$175.00 NM
2	WXII	W	10/10/12	8:50 AM	NBC Today Show	7-9am	:30	PM12123T	\$175.00 NM
5	WXII	Th	10/11/12	7:29 AM	NBC Today Show	7-9am	:30	PM12107T	\$175.00 NM
8	WXII	Th	10/11/12	8:34 AM	NBC Today Show	7-9am	:30	PM12123T	\$175.00 NM
10	WXII	F	10/12/12	7:30 AM	NBC Today Show	7-9am	:30	PM12123T	\$175.00 NM
1	WXII	F	10/12/12	8:47 AM	NBC Today Show	7-9am	:30	PM12123T	\$175.00 NM
9	10/13/12	10/13/12	WXII 12 News	5:30-6am	-----S-	:30	1	\$25.00	NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C08C14	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S-	1	\$25.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Sa	10/13/12	5:55 AM	WXII 12 News	5:30-6am	:30	PM12107T	\$25.00	NM
10	10/13/12	10/13/12	WXII 12 Sa/Su News at 6-8am		-----S-	:30	1	\$125.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S-	1	\$125.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Sa	10/13/12	7:39 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	PM12123T	\$125.00	NM
11	10/13/12	10/13/12	NBC Saturday Today	8-10am	-----S-	:30	2	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S-	2	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WXII	Sa	10/13/12	9:22 AM	NBC Saturday Today	8-10am	:30	PM12117T	\$150.00	NM
1 WXII	Sa	10/13/12	9:50 AM	NBC Saturday Today	8-10am	:30	PM12107T	\$150.00	NM
12	10/14/12	10/14/12	WXII 12 Sa/Su News at 6-8am		-----S	:30	1	\$50.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$50.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Su	10/14/12	7:10 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	PM12107T	\$50.00	NM
13	10/14/12	10/14/12	NBC Sunday Today	8-9am	-----S	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$150.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	Su	10/14/12	8:22 AM	NBC Sunday Today	8-9am	:30	PM12123T	\$150.00	NM
14	10/08/12	10/11/12	M-F WXII 12 News @ 5 p5-6pm		MTWT---	:30	4	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTWT---	4	\$200.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WXII	M	10/08/12	5:22 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12123T	\$200.00	NM
1 WXII	Tu	10/09/12	5:42 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12107T	\$200.00	NM
2 WXII	W	10/10/12	5:24 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12107T	\$200.00	NM
4 WXII	Th	10/11/12	5:40 PM	M-F WXII 12 News @ 5 pm	5-6pm	:30	PM12107T	\$200.00	NM
15	10/08/12	10/12/12	M-F WXII 12 News @ 6 p6-630pm		MTW-F--	:30	4	\$325.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTW-F--	4	\$325.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	M	10/08/12	6:28 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12123T	\$325.00	NM
3 WXII	Tu	10/09/12	6:20 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12123T	\$325.00	NM
2 WXII	W	10/10/12	6:12 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12123T	\$325.00	NM
4 WXII	F	10/12/12	6:29 PM	M-F WXII 12 News @ 6 pm	6-630pm	:30	PM12117T	\$325.00	NM
16	10/09/12	10/12/12	M-Sun Nightly News	630p-7p	-TWTF--	:30	4	\$600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-TWTF--	4	\$600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>

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Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C08C14	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	10/09/12	10/12/12	M-Sun Nightly News	630p-7p	-TWTF--	:30	4	\$600.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Tu	10/09/12	6:52 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$600.00 NM
3	WXII	W	10/10/12	6:59 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$600.00 NM
4	WXII	Th	10/11/12	7:00 PM	M-Sun Nightly News	630p-7p	:30	PM12123T	\$600.00 NM
1	WXII	F	10/12/12	7:00 PM	M-Sun Nightly News	630p-7p	:30	PM12107T	\$600.00 NM
17	10/13/12	10/13/12	Sa WXII 12 News @ 6 pm	6-630pm;	-----S-	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/13/12		Sa WXII 12 News @ 6 pm	6-630pm;	:00		\$150.00 NM
See MG 25.6									
*** combine and offer 1x Ftbl Nt in Am sun 7-8p @ \$450***									
18	10/14/12	10/14/12	Su WXII 12 News @ 6 pm	6-630pm	-----S	:30	1	\$150.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S	1	\$150.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/14/12	6:12 PM	Su WXII 12 News @ 6 pm	6-630pm	:30	PM12117T	\$150.00 NM
19	10/08/12	10/11/12	Late Night w/Jimmy Fallon	1237xm-136xm	MTWT---	:30	4	\$20.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWT---	4	\$20.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	1:34 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12107T	\$20.00 NM
1	WXII	Tu	10/09/12	1:11 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12107T	\$20.00 NM
4	WXII	W	10/10/12	1:15 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12123T	\$20.00 NM
3	WXII	Th	10/11/12	1:22 AM	Late Night w/Jimmy Fallon	1237xm-136xm	:30	PM12123T	\$20.00 NM
20	10/08/12	10/12/12	NBC Tonight Show	1135pm-1237am	MT-TF--	:30	4	\$75.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MT-TF--	4	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	11:59 PM	NBC Tonight Show	1135pm-1237am	:30	PM12117T	\$75.00 NM
1	WXII	Tu	10/09/12	12:08 AM	NBC Tonight Show	1135pm-1237am	:30	PM12117T	\$75.00 NM
3	WXII	Th	10/11/12	11:47 PM	NBC Tonight Show	1135pm-1237am	:30	PM12123T	\$75.00 NM
4	WXII	F	10/12/12	12:32 AM	NBC Tonight Show	1135pm-1237am	:30	PM12117T	\$75.00 NM
21	10/13/12	10/13/12	NBC Saturday Night Live	1130pm-1am	-----S-	:30	2	\$135.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	2	\$135.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	Sa	10/13/12	12:38 AM	NBC Saturday Night Live	1130pm-1am	:30	PM12123T	\$135.00 NM
1	WXII	Sa	10/13/12	1:00 AM	NBC Saturday Night Live	1130pm-1am	:30	PM12117T	\$135.00 NM
22	10/08/12	10/13/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	MTWT-S-	:30	5	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWT-S-	5	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WXII	M	10/08/12	11:24 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12123T	\$225.00 NM
3	WXII	Tu	10/09/12	11:17 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12123T	\$225.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.

INVOICE



Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943775-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser	Product	Estimate Number	
McCrorry/R/Governor	MCCRORY/G/R	C08C14	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	10/08/12	10/13/12	M-Su WXII 12 News @ 11-1135pm	11-1135pm	MTWT-S-	:30	5	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	W	10/10/12	11:00 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12117T	\$225.00 NM
4	WXII	Th	10/11/12	11:23 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12107T	\$225.00 NM
2	WXII	Sa	10/13/12	11:09 PM	M-Su WXII 12 News @ 11 pm	11-1135pm	:30	PM12123T	\$225.00 NM
23	10/08/12	10/11/12	Inside Edition	7-730pm	M--T---	:30	2	\$250.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	M--T---	2	\$250.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	7:29 PM	Inside Edition	7-730pm	:30	PM12117T	\$250.00 NM
1	WXII	Th	10/11/12	7:26 PM	Inside Edition	7-730pm	:30	PM12123T	\$250.00 NM
24	10/08/12	10/12/12	Live with Regis & Kelly	9-10AM	MTWTF--	:30	5	\$55.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWTF--	5	\$55.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WXII	M	10/08/12	9:36 AM	Live with Regis & Kelly	9-10AM	:30	PM12123T	\$55.00 NM
1	WXII	Tu	10/09/12	9:56 AM	Live with Regis & Kelly	9-10AM	:30	PM12123T	\$55.00 NM
3	WXII	W	10/10/12	9:44 AM	Live with Regis & Kelly	9-10AM	:30	PM12123T	\$55.00 NM
5	WXII	Th	10/11/12	9:39 AM	Live with Regis & Kelly	9-10AM	:30	PM12123T	\$55.00 NM
4	WXII	F	10/12/12	9:35 AM	Live with Regis & Kelly	9-10AM	:30	PM12117T	\$55.00 NM
25	10/08/12	10/12/12	M-F 1-2P	1-2P	MTWTF--	:30	5	\$100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	MTWTF--	5	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WXII	M	10/08/12	1:59 PM	M-F 1-2P	1-2P	:30	PM12123T	\$100.00 NM
1	WXII	Tu	10/09/12	1:25 PM	M-F 1-2P	1-2P	:30	PM12107T	\$100.00 NM
3	WXII	W	10/10/12		M-F 1-2P	1-2P	:00		\$100.00 NM
See MG 25.6									
*** combine and offer 1x Ftbl Nt in Am sun 7-8p @ \$450***									
2	WXII	Th	10/11/12		M-F 1-2P	1-2P	:00		\$100.00 NM
See MG 25.6									
*** combine and offer 1x Ftbl Nt in Am sun 7-8p @ \$450***									
4	WXII	F	10/12/12		M-F 1-2P	1-2P	:00		\$100.00 NM
See MG 25.6									
*** combine and offer 1x Ftbl Nt in Am sun 7-8p @ \$450***									
6	WXII	Su	10/14/12	7:08 PM	NFL Pre-Game	7-8p/9p/4p	:30	PM12107T	\$425.00 NM
MG for 25.3,17.1,25.2,25.4									
26	10/14/12	10/14/12	NBC Meet the Press	9-10am	-----S	:30	1	\$175.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/14/12	10:00 AM	NBC Meet the Press	9-10am	:30	PM12123T	\$175.00 NM
27	10/13/12	10/13/12	WXII 12 Sa/Su News at 6-8am	6-8am	-----S-	:30	1	\$125.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----S-	1	\$125.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Sa	10/13/12	7:10 AM	WXII 12 Sa/Su News at 6am	6-8am	:30	PM12123T	\$125.00 NM

INVOICE



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WXII
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Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943775-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser	Product	Estimate Number	
McCrory/R/Governor	MCCRORY/G/R	C08C14	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	10/10/12	10/10/12	NBC Tonight Show	1135pm-1237am	--W----	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	W	10/10/12	12:23 AM	NBC Tonight Show	1135pm-1237am	:30	PM12107T	\$100.00 NM
29	10/14/12	10/14/12	WXII Late News AFTER 10WXII Late News AF		-----S	:30	1	\$225.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-----S	1	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Su	10/14/12	12:17 AM	WXII Late News AFTER NFL	WXII Late News AF	:30	PM12123T	\$225.00 NM
30	10/08/12	10/12/12	Entertainment Tonight	730-8pm	MTWTF--	:30	5	\$200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	MTWTF--	5	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/08/12	7:55 PM	Entertainment Tonight	730-8pm	:30	PM12107T	\$200.00 NM
2	WXII	Tu	10/09/12	7:39 PM	Entertainment Tonight	730-8pm	:30	PM12117T	\$200.00 NM
5	WXII	W	10/10/12	7:40 PM	Entertainment Tonight	730-8pm	:30	PM12117T	\$200.00 NM
3	WXII	Th	10/11/12	7:55 PM	Entertainment Tonight	730-8pm	:30	PM12117T	\$200.00 NM
4	WXII	F	10/12/12	7:39 PM	Entertainment Tonight	730-8pm	:30	PM12123T	\$200.00 NM
31	10/08/12	10/08/12	THE VOICE	8-10P	M-----	:30	1	\$1,100.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	M-----	1	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	M	10/08/12	8:27 PM	THE VOICE	8-10P	:30	PM12123T	\$1,100.00 NM
32	10/09/12	10/09/12	VOICE	8-9pm	-T-----	:30	1	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-T-----	1	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/09/12	7:58 PM	VOICE	8-9pm	:30	PM12107T	\$900.00 NM
33	10/09/12	10/09/12	PARENTHOOD	10-11pm	-T-----	:30	1	\$1,200.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	-T-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	Tu	10/09/12	10:30 PM	PARENTHOOD	10-11pm	:30	PM12123T	\$1,200.00 NM
34	10/10/12	10/10/12	AN PRAC/GUYS W/KIDS	8-9pm	--W----	:30	1	\$450.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	W	10/10/12	8:19 PM	AN PRAC/GUYS W/KIDS	8-9pm	:30	PM12107T	\$450.00 NM
35	10/10/12	10/10/12	L&O SVU	9-10pm	--W----	:30	1	\$625.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$625.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXII	W	10/10/12	9:43 PM	L&O SVU	9-10pm	:30	PM12123T	\$625.00 NM

INVOICE

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Invoice #	Invoice Date	Invoice Month	Invoice Period
943775-1	10/14/12	October 2012	10/01/12 - 10/14/12
Advertiser	Product	Estimate Number	
McCorry/R/Governor	MCCRORY/G/R	C08C14	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
36	10/10/12	10/10/12	CHICAGO FIRE	10-11pm	--W----	:30	1	\$1,600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	--W----	1	\$1,600.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	W	10/10/12	10:30 PM	CHICAGO FIRE	10-11pm	:30	PM12123T	\$1,600.00	NM
37	10/12/12	10/12/12	DATELINE	10-11pm	----F--	:30	1	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/08/12	10/14/12	----F--	1	\$1,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WXII	F	10/12/12	10:30 PM	DATELINE	10-11pm	:30	PM12123T	\$1,000.00	NM
Total Spots							104		

Payment Terms 30 Days

<u>Gross Total</u>	\$21,955.00
<u>Agency Commission</u>	\$3,293.25
<u>Net Amount Due</u>	\$18,661.75